

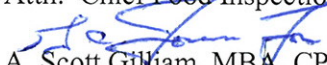


Mitchell E. Daniels, Jr.
Governor

Judith A. Monroe, M.D.
State Health Commissioner

DATE: November 24, 2009

TO: All Local Health Departments
Attn: Chief Food Inspection Officer

FROM: 
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program

SUBJECT: Vita Food Products, Inc Recall

SUGGESTED

ACTION: Unclassified Recall; Elf Branded Herring in Sour Cream product due to Undeclared Allergen; In case of consumer inquiry.

From the information provided by FDA, the products being recalled were distributed in the neighboring State of Michigan. Vita Food Products, Inc., in its course of its review of its products and labels, discovered that this product was distributed with labels that did not disclose the presence of wheat.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

Contact:

Jim Barker
312-738-4500

FOR IMMEDIATE RELEASE - November 24, 2009 – Vita Food Products, Inc. of Chicago, IL is voluntarily recalling its Elf Branded Herring in Sour Cream product distributed in retail stores in California, Texas, Massachusetts, Maryland, Georgia, Florida, Michigan, Minnesota, North Dakota, and Wisconsin because their labels do not disclose that the product contains wheat. The following product, in the two sizes listed below, is affected by the recall:

SIZE	UPC CODE	"BEST IF USED BEFORE" DATE
12 oz	0-73302-22111-4	12/APR/10 or earlier
8 oz	0-73302-23111-3	12/APR/10 or earlier

People who are on gluten-free diets run a risk of serious adverse consequences by consuming this product. To date, no illnesses or adverse reactions have been reported in connection with this problem; there is no risk to consumers who do not have a wheat allergy or are not on gluten-free diets.

Vita Food Products, Inc., in its course of its review of its products and labels, discovered that this product was distributed with labels that did not disclose the presence of wheat.

Consumers who are allergic to wheat or have gluten-free diets are urged not to consume the product and to contact Vita Food Products, Inc. at 1-800-989-VITA between the hours of 8:00 am and 5:00 pm Central Time to ask any questions about the product or this Press Release or for a refund of the purchase price of the product.

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